Permit #S00039252

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: S00039252 **Type of Permit:** STILL **Release Date:** 04/18/2011

Production Company @RADICAL MEDIA, INC

Insured Company Name @RADICAL MEDIA, INC

Contact Phone No. 1 310-664-4563
Contact Phone No. 2
Fax
Address 1630 12TH ST
SANTA MONICA, California 90404

Production Title OLD SPICE

Type of Production Posting Only

Producer Chris Howard

Director Chris Howard

1st AD Chris Howard

Production Manager Chris Howard

FilmL.A. Coordinator Naomi Kajiyama

Location Manager Chris Howard
Primary Phone Mobile - 323-216-3567
Secondary Phone Office - 310-664-4551

Location Assistant N/A N/A
Primary Phone Office - 310-664-4551
Secondary Phone

Fees

Posting 300	$69.00
Notification Charge	$105.00
FILMLA STILL APPLICATION FEE	$60.00

Total Permit Fee $234.00

Number of Locations 1

NOT A PERMIT

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Summary Information — Location

Permit Number S00039252
Production Company @RADICAL MEDIA, INC
Insured Company @RADICAL MEDIA, INC
Production Title OLD SPICE

Location Manager Chris Howard
Primary Phone Mobile - 323-216-3567
Secondary Phone Office - 310-664-4551

Location Address 846 N Cahuenga Blvd, Los Angeles, CA, 90038

Location Type Certified Studio

Location Description REN MAR STUDIOS

Film Dates 4/19/2011 - 4/19/2011 07:00 - 22:00 1 day

Open or Closed to the Public Closed

Generic Conditions No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic

Please see attached document @Radical.OldSpice.39252.AL.pdf

Equipment on Location

Type	Quantity
Cube Trucks	2
Vans	2

Personnel on Location

Type	Quantity
Cast	2
Crew	10

Filming Activities *FOR POSTING ONLY; SHOOTING ON CERTIFIED STAGE*;

Jurisdiction **Political:** Los Angeles City - Council District 04 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 593 **Grid:** F6

Approvals LOS ANGELES POLICE DEPARTMENT Melissa Hernandez

Parking
Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

Posting "No Parking" signs E/S N Cahuenga Blvd., Willoughby Ave - South 300'

Approximate Footage 0 - 300 **Log Number** 14628

Date(s) 4/19/2011 to 4/19/2011 **Time(s)** 07:00 to 22:00

NOT A PERMIT

Appointment of Pacific Production Services
As Authorized Agent and Representative

I certify that I am a representative of Radical Media, Inc ("Principal") and am authorized to enter into binding contractual agreements on its behalf. I further certify that I am authorized by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Pacific Production Services and it employees and agents ("PPS") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal (through FilmLA, Inc. for any city, county or through any other jurisdictions where FilmLA, Inc. operates, to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and/or community guidelines applicable to any such permit); and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or incidental to any permit or rider issued to Principal signed by any employee or agent of (including any coordinator, runner or messenger used by) PPS. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints PPS as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including FilmLA, Inc. and any city, county or other jurisdictions where FilmLA, Inc. operates) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for your purposes. The appointment may be revoked by Principal at any time in writing delivered to FilmLA, Inc., but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint PPS as agent for Principal, and based upon that authority I hereby appoint PPS as Principal's agent as set forth herein.

Date: 10/5/10

Representative's Signature

Tracie Machizuki

Representative's Name (Please Print)

Staff Prod Super

Representative's Title (Please Print)

Radical Media, Inc

Name of Principal (i.e. company name)
(Please Print)

1630 12th Street

Santa Monica CA 90404

Principal's Mailing Address (Please Print)

310/664-4500

Principal's Phone Number (Please Print)

Pacific Production Services
Eric Nichols, President
6513 Hollywood Blvd, Suite 214
Hollywood, CA. 90028
Ph. 323-465-9179 Fx. 323-465-9869

NOT A PERMIT